



January checklist for small businesses

Start the year as you mean to go on!

Get>
Ahead
your virtual agency

Review your goals and set new ones

- ✓ Check back on last year's goals and assess whether you achieved what you wanted to
- ✓ If you didn't, ask yourself why. Note down any improvements or learning points...and act on them!
- ✓ Plan your goals for this year. What steps do you need to take to move your business forward?

Inspire your team

- ✓ Help your team beat the post-Christmas blues!
- ✓ Review your management style – what could you change to make your team feel more motivated?
- ✓ Show your staff you value them. Involve them in decisions and discuss future plans with them.

Run a promotion

- ✓ Show your clients and customers that you care.
- ✓ Offer a discount on goods and services.
- ✓ Show some love to your old clients and attract new ones at the same time.

